

# La Champagne Viticole Quelles Specificites Juridiques

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the world of champagne offers a fascinating insight into the complexity of modern business management and marketing champagne is at the same time a wine a luxury product and a regional brand â€ it is tied to the place from which it comes and can be made nowhere else it therefore highlights a range of characteristics which make it interesting to the modern business world this is the first book to offer a complete overview of the way in which champagne as a product is organized managed and marketed and what its future prospects are the book covers the entire range of issues surrounding the management of the champagne industry by reviewing the current context of champagne structural economic and legal the role of â€ placeâ€ tm identity and terroir and tourism marketing the â€ mythâ€ tm of champagne image and competitive advantage and the management of the industry accountability people and the territorial brand the book brings together leading academics and examines the champagne region from multidisciplinary perspectives examining the champagne region provides insight into a range of management production management branding and consumer related issues and will be of interest to students researchers and academics interested in gastronomy wine studies tourism hospitality marketing and business

winner of the vitivinicultural law oiv award 2021 from the international jury of the international organisation of vine and wine click here to read this 26 chapter volume brings together leading academics and practitioners to examine how wine law and policy have gradually moved from national terroirs to a global market it is the first holistic study of the comprehensive field of wine

law which posits that the wine laws and regulations have caused an enormous imbalance between different jurisdictions which has either resulted in the overregulation which stifles innovation and under regulation which leaves many a wine consumer clueless about what they are drinking this book brings together legal scholarship about trade law intellectual property rights and health law and policy which are all relevant for the future of the wine industry

préférences et goûts prescriptions et interdits se nourrir n est pas qu affaire de nécessité biologique expression majeure de l identité des individus et des groupes sociaux les habitudes alimentaires déterminent des aires de consommation et de production très précises ou remarquablement floues leurs frontières sont en tout cas toujours en mouvement des modes alimentaires s étendent et s universalisent d autres ne parviennent que résiduellement à survivre des grecs antiques persuadés d être les seuls civilisés parce qu ils buvaient du vin et du lait à l émergence de produits du terroir et d appellations d origine très strictement encadrées juridiquement jean robert pitte et massimo montanari nous entraînent dans une histoire longue et goûteuse

depuis la fin des années 1950 le monde viti vinicole ne cesse de se transformer ces mutations profondes sont interrogées à partir de trois dimensions l action collective les pratiques des acteurs et les innovations comment les évolutions du secteur affectent elles et se diffusent elles dans le monde de la vigne et du vin comment les différents niveaux d acteurs s en emparent ils quelles en sont les conséquences sur le plan économique et ou social en croisant des regards disciplinaires différents cet ouvrage contribue à mieux saisir les interactions entre la production du raisin sa vinification et commercialisation

entre spécificité et banalisation la champagne viticole est soumise à un ensemble de règles juridiques d origine et de contenu différents les actes de l atelier juridique tenu à reims dans le cadre de l axe de recherche vigne et vin du pôle shs sciences humaines et sociales de l université de reims et publiés sur l initiative du programme vin droit mettent en exergue les mécanismes de régulation et de gouvernance d un vignoble d excellence dont les enjeux dictent souvent des solutions juridiques et institutionnelles originales

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